

BOSTON BEER CO INC

Form 4

November 12, 2014

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**URICH WILLIAM F**

(Last) (First) (Middle)

**C/O THE BOSTON BEER  
COMPANY, INC., ONE DESIGN  
CENTER PLACE, SUITE 850**

(Street)

**BOSTON, MA 02210**

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
**BOSTON BEER CO INC [SAM]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**11/10/2014**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)

Chief Financial Officer

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |        |            | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------|------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount | (A) or (D) | Price                                                                                         |                                                          |                                                       |
| Class A Common                  | 11/10/2014                           |                                                    | M <sup>(1)</sup>               |                                                                   | 4,198  | A          | \$ 24.95                                                                                      | 8,227 <sup>(2)</sup>                                     | D                                                     |
| Class A Common                  | 11/10/2014                           |                                                    | M <sup>(1)</sup>               |                                                                   | 802    | A          | \$ 35.98                                                                                      | 9,029 <sup>(2)</sup>                                     | D                                                     |
| Class A Common                  | 11/10/2014                           |                                                    | S <sup>(1)</sup>               |                                                                   | 4,000  | D          | \$ 260.21 <sup>(3)</sup>                                                                      | 5,029 <sup>(2)</sup>                                     | D                                                     |
| Class A Common                  | 11/10/2014                           |                                                    | S <sup>(1)</sup>               |                                                                   | 1,000  | D          | \$ 261                                                                                        | 4,029 <sup>(2)</sup>                                     | D                                                     |

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|----------------------------|
| Class A Common Stock Option                | \$ 24.95                                               | 11/10/2014                           |                                                    | M                              | 4,198                                                                                   | 01/01/2011 <sup>(4)</sup> 12/31/2015                     | Class A Common                                                | 10,000                     |
| Class A Common Stock Option                | \$ 35.98                                               | 11/10/2014                           |                                                    | M                              | 802                                                                                     | 01/01/2012 <sup>(5)</sup> 12/31/2016                     | Class A Common                                                | 9,000                      |

## Reporting Owners

| Reporting Owner Name / Address                                                                                 | Relationships |           |                         |       |
|----------------------------------------------------------------------------------------------------------------|---------------|-----------|-------------------------|-------|
|                                                                                                                | Director      | 10% Owner | Officer                 | Other |
| URICH WILLIAM F<br>C/O THE BOSTON BEER COMPANY, INC.<br>ONE DESIGN CENTER PLACE, SUITE 850<br>BOSTON, MA 02210 |               |           | Chief Financial Officer |       |

## Signatures

William F. Urich 11/12/2014

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on August 8, 2014.
- (2) The shares reported include 702 shares of restricted stock subject to vesting conditions.  
The price shown is the weighted average sale price for the transactions reported on this line. The range of sale prices for the 4,000 shares
- (3) is from \$260.00 to 260.75. The Filing Person will provide full information regarding the number of shares sold at each separate price upon request of the SEC, the Registrant, or a shareholder of the Registrant.
- (4) The contingent option vested in five equal installments: the first on May 1, 2007 and the last on January 1, 2011.
- (5) The contingent option vested in five equal installments: the first on March 1, 2008 and the last on January 1, 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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